

SHERWOOD URBAN RENEWAL AGENCY BOARD OF DIRECTORS
MEETING MINUTES
Tuesday, March 19, 2013
22560 SW Pine Street, Sherwood, Oregon 97140

URA BOARD WORK SESSION

- 1. CALL TO ORDER:** Chair Bill Middleton called the meeting to order at 8:00 pm.
- 2. BOARD PRESENT:** Chair Bill Middleton, Linda Henderson, Dave Grant, Robyn Folsom, Matt Langer and Krisanna Clark. Bill Butterfield was absent.
- 3. STAFF PRESENT:** Assistant City Manager Tom Pessemier, Community Services Director Kristen Switzer, Finance Director Craig Gibons, Police Chief Jeff Groth, Administrative Assistant Colleen Resch and Agency Recorder Sylvia Murphy.
- 4. OTHERS PRESENTS:** Lee Weislogel, Angi Ford and Bill Montgomery with Sherwood Main Street.
- 5. TOPICS:**

- A. Sherwood Main Street (SMS) Program:** Lee Weislogel presented information to the Board and provided a handout (see record, Exhibit A). Lee introduced SMS Vice President Bill Montgomery and Angi Ford SMS part time Coordinator. Lee recapped the history of SMS and briefed on the mission of SMS. Lee commented regarding the SMS Branding efforts, named a few of several who played a part in establishing this and said half of this effort was funded by a private developer, while the other half was funded by the City. He said this Branding project is something SMS is still working on and is on SURPAC's list of projects as well.

Lee explained the partnership between the City, Sherwood Chamber of Commerce and Sherwood Main Street. He stated they have a partnership and connection to the Sherwood Historical Society and informed the Board that the Historical Society has invited SMS to move into their building at the Morback House. Lee mentioned a \$13,000 grant they have been working on, a no compete grant, that they hope to have early next year. Lee said the City has been involved in working on this grant at the Planning Commission level and has been doing things to get this grant to SMS. Lee commented regarding the Old Town Construction meetings and said these are going well and commended City staff for working with businesses.

Bill Montgomery provided information on his professional background and commented regarding the developing relationship between SMS and the Chamber and intertwined membership. Bill briefed the Board on relationship issues and explained they conducted meetings to resolve issues and have now moved past these issues.

He referenced the exhibit and explained Financial Projections and commented regarding a \$70,000 commitment from the City over a five year period. He briefed on fundraising events and provided information on potential grant opportunities as they are a 501c3. He stated grant

opportunities were potentially with the Chamber, the City and the Historical Society. He stated things that would be related to benefiting old town, grant funding for branding and signage, would not be available for operating revenue.

Bill referenced the exhibit and spoke of establishing an Economic Improvement District (EID). He said this EID is established through a City Ordinance and involves several steps and takes about 1 year to establish. He stated there is also a Business Improvement District that is different from an EID. He stated these funds are not for capital improvements, but for personnel, landscape, promotions and recruitments. He referenced Business Entities in Old Town and recapped the handout. He commented regarding what SMS has accomplished within the last year and commented regarding the newer businesses that have opened in old town and named; Sweet Story, Hungry Raccoon, Escape to Yoga, Bank of Oswego and Symposium Coffee. He stated that SMS has created a buzz that may be the reason for the opening of these new businesses.

Lee spoke of grant writing opportunities and commented regarding Jennifer Fagerstrom a grant writer and recapped the document in the handout. Lee referenced the Paver Program and getting this moving forward as a means of generating funds.

Angi Ford spoke of community support and referenced the handout of SMS Related Activities and recapped the events and activities. Angi explained SMS has in total, support from 80 plus businesses and sponsors, then she explained letters of support from other Main Street city's, city's that receive funding from their local City. Angi stated SMS has had 70 interested inquiries for the Paver Program, stated they have had over 60 volunteers, volunteering over 2000 volunteer hours. Angi stated these numbers are for one and a half years into their funding since October.

Angi briefed on their partnerships with the Chamber, Historical Society, Cultural Arts Commission, Economic Development with the City's Planning Department, the State Main Street Coordinator, State of Oregon Cultural Department and said they are working on a new partnership with the Tualatin National Wildlife Refuge.

Lee stated SMS is seeking support from the URA Board and said they have learned a lot and have grown a lot and have developed partnerships in support of urban renewal. He commented regarding URA property assets and offering of SMS services moving forward. He referenced the funding that is noted on SURPAC's list for Branding and SMS of \$100,000 for each and said they are not asking for these amounts but their survival is at stake. Lee offered to answer Board questions.

Matt Langer asked if SMS had done any polling with reference to Economic Improvement District (EID). Mr. Montgomery replied not really and said they were exploring the concept and explained if the businesses affected by the EID don't believe they will benefit from it, they won't approve it. He said it only takes 1/3 of the property owners or business owns to turn it down. Mr. Montgomery explained the process of a hearing and approval and explained the timeline needed to move forward with a survey.

Robyn Folsom confirmed the financial support provided by the URA over a two year period being \$45,000 and said we are committed to an additional \$9000. She asked regarding economic development as something SMS has been doing and asked if this was in a recruitment process and asked if the national and state organizations help in this process, are they regional partners to make people aware that there are places to open a small to medium size business in old town? Is this the type of support the state and national Main Street provide? Mr. Montgomery replied the state provides support in reference to how other communities have done something. He said part of the role of the Economic Restructuring Committee, which he is a part of, is to help get new businesses into vacant locations in old town.

Ms. Folsom asked regarding Branding and when this was done. Angi replied, September 2011 and said this was the first step. Ms. Folsom asked if it was anticipated that it would sit for this long and was there an intermediate phase to go to the next step. Angi replied it was not anticipated to sit this long and they struggled with moving forward due to funding. Angi commented regarding grant funding and reapplying for a grant they wrote last year. Ms. Folsom asked how much the branding cost in the first steps of the process. Angi replied \$14,000-\$15,000 in total that was partnered with Capstone. Ms. Folsom commented regarding Way Findings done in prior years and compared this to branding. She asked if the \$13,000 grant with the Historical Society had been received, Lee replied no and said the City has some things they need to do to get the house in order to allow this to be part of the package going to the state.

Mr. Montgomery commented regarding the timing of their 501c3 creation and not being able to apply for grants prior to the formation of the 501c3.

Angi explained grant writing has struggled as they did not receive their 501c3 status until September of 2011 and said most grants ask that the status be in place a minimum of 2 years. Angi informed the Board through training SMS has received, they were notified of a CLGC (Certified Local Government) designation and said this is something that goes through at the City level and they have a state representative speaking with planning staff. She said it appears that nearly everything that is needed is in place to receive this designation with the exception of code and this is currently being worked on through code cleanup. Angi explained what CLGC is and said it's primarily in regards to historic preservation.

Ms. Folsom asked for information on the issues SMS had with the Chamber, Mr. Montgomery explained there was competition for volunteers and a lack of understanding for what SMS and the Chamber was trying to do. He stated part of the solution to this issue is having three SMS people as ambassadors to the Chamber.

Ms. Folsom asked if SMS feels the two organizations are duplicating efforts. Mr. Montgomery replied the Chamber's focus is not on old town, it's on the entire city and said they have challenges with getting businesses to Sherwood and becoming members. He said their focus is old town and if they become a subset of the Chamber their 501c3 status goes away.

Angi added hardships stemmed from lack of communication between her and Nancy at the Chamber and this has since cleared up. She stated the only place they overlap is economic

development and said their other focuses are building their own organization, design, aesthetic pieces of old town and promoting old town businesses and events, which overlap a little bit for Chamber members, but not all of old town. Angi said SMS is working on historic preservation and this is something that the Chamber does not do. Mr. Montgomery commented regarding being a dues membership and SMS not collecting dues and this being questioned by businesses as to why should they join the Chamber and pay dues if SMS doesn't require dues.

Ms. Folsom commented regarding activities and promotions of SMS to get people to old town and asked how SMS was making money to fund their organization, are they spending time doing little fundraisers and not big ones. Lee replied they tried to have many things going to fund and support themselves and commented regarding other programs receiving city funding and gave the example of the City of Canby hiring a full time Main Street Manager and said ongoing support is being provided by cities and this is why they are here tonight. Lee referenced the handout, an excel spreadsheet, and stated they are looking at grants and activities that don't compete with the Chamber and referred to the Cruis'in event. Lee commented SMS wants to be in partnership with all City boards and commissions and anyone else that wants to partner. Lee stated they may have overextended themselves in trying to do too much and are focusing on a handful of things and commented regarding SMS trying to get people involved in old town.

Ms. Folsom commented regarding Lee's tenure working with SMS and recalling the amount of money originally allocated to SMS and thinking it was a lot of money back then. She stated she has been looking at the URA numbers for a long time and the budget was very tight. Lee stated the request was over a 5 year period.

Mr. Montgomery commented that they hope to eventually be self-sustaining. Angi added that they are looking at partnering with the City on grants, branding and signage in regards to old town, which is currently a \$100,000 line item on the URA budget. She stated there is a grant that's up to \$200,000 that can be utilized towards the Community Center and there are many grant writing opportunities they can support to offset the budget.

Matt Langer referenced the handout and asked for clarification on why the Chamber Poker event and Cruis'in event were on the list of activities. Angi clarified and explained the role of SMS for these two activities.

Tom Pessemier stated the funding for SMS was \$45,000 for two years, from March 2011 to March 2013 and those funds are now up. He stated one commitment the Council made to move to the transforming stage, was to fund a position at 20% for an additional year, which would run March 2013 to March 2014 at the current rate of what Angi is earning. Tom stated this is about \$9000. He said the URA Board held a work session and identified the money, and as it was a work session, no decisions were made and no funds were directed in any way. He commented regarding funding running out and asked SMS to speak of what would occur if funding was not available.

Mr. Montgomery replied they have enough funds to cover salary through mid-May. He said if funding is not received it would be supported totally by volunteers. Lee added that they would

need to notify the state Main Street Coordinator to see if they are allowed to stay at the Transforming Level.

Linda Henderson asked if the May figure includes the 20% funding or not. Angi explained and stated she did not know exactly and would need to confirm with their treasurer.

Linda confirmed we still have a 20% funding obligation to SMS, Tom Pessemier replied this was correct and said we made a commitment to the state in the form of a resolution and a contract was signed by the City Manager to make sure there was someone spending at least 20% of their time supporting the Main Street Program through March 2014.

Linda asked when that payment would take place. Tom replied the question is does it become part of SMS or City staff or the volunteer program, it's unanswered as to how that would be done, but is a commitment to make sure Main Street has a 20% commitment through that time, where the money goes or how it's distributed is in question. Tom confirmed the 20% was of a full time employee.

Linda asked regarding SMS being charged rent. Mr. Montgomery replied the Chamber provided the first two years rent-free and the agreement was after this time, the rent would be \$300 per month. He said this is in their budget and when they move to the Historical Society, rent will be paid to them and the figure has not been discussed.

Chair Middleton concluded and stated the Board doesn't make decisions in work session and will get back to SMS and said he wanted to get more information from staff. Chair Middleton thanked SMS.

B. Fiscal Year 2013-14 URA Property Options

The meeting agenda was previously amended at the request of staff and this business was not addressed by the Board.

C. Community Center Project Management Update

Assistant City Manager Tom Pessemier informed the Board the notice to proceed would be issued tomorrow and bids came back very well for the center, he reported on asbestos being discovered in the roof and this causing a delay and the receipt of competitive bids. He stated the low bidder has specialized equipment that should allow for an easier take down of the building. He said work on the building would occur the first week in April.

Recorders Note: Board member Clark left the meeting at 8:47pm.

Tom recapped a previous URA Board work session and discussion of forming a city project management team, consisting of himself, Bob Galati, Kristen Switzer, Bill Butterfield, Linda Henderson and Robyn Folsom. Tom stated the group met and discussed design-bid-build process in comparison to a design-build process and concluded if they did a design-bid-build they needed to work with Ankrom Moisan to do specific things and shortening up the

preliminary design portion. Tom stated he was comfortable with the information received from the community on this element and didn't see a need to spend a lot more time revisiting this.

Tom stated if they were going to move forward on a design-bid-build and after staff met with Ankrom Moisan, they addressed shortening the design schedule, lowering the cost and focus on allowing some design build portions of the project to do mechanical, electrical and plumbing.

Tom stated Ankrom met with the design team on March 8th and had a good discussion to make sure they addressed all the needs and the design team then met without Ankrom and as a result is providing this information to ensure the Board approves.

Tom explained the three issues discussed is limiting any potential design changes to the building and said the team agreed to focus on 5-6 different things; classrooms, back stage area, foyer size, dressing room size, co-location facility and circulation inside the building. Tom stated they recognized they are challenged for funds and said the cost estimate we have on a new building is only the features in the previous design effort, which is around \$4 million and the project management team feels they need to set a budget or goal to stay within the \$4 million. Tom stated this matches up with information provided at previous work sessions and information provided to SURPAC and matches up with URA numbers. Tom commented regarding looking at these areas and making trade-offs. He stated the changes are significant enough to do a design-bid-build and move forward with Ankrom Moisan. He said with a design-build we would lose control and not be able to consider the items discussed. He concluded with the three things: limiting design changes, limiting budget to \$4 million and coming back with a contract for Ankrom Moisan for design build.

Ms. Folsom commented regarding the facility being a priority and the need for classrooms and a steady stream of income and commented regarding income from the retail space. She spoke of the challenges of the flow of the building and opportunities to fix things and stated the building cost would be more than \$4 million.

Ms. Henderson commented regarding working with Ankrom Moisan and they knowing what we want, and spoke of signing an administration construction contract with Ankrom.

Ms. Folsom commented regarding working very hard to bring this project in and commented regarding grant writing opportunities

Ms. Henderson commented regarding a future trip to Washington DC and an opportunity to seek grant funding through the NEA, National Endowments for the Arts.

The URA Board conceded for staff to move forward and Tom explained the next steps as entering into a contract with Ankrom Moisan and legislation removing previously adopted legislation, specifically caps on the facility funding.

Discussion occurred regarding the public meeting process and changes in how this will now look.

Ms. Foslom commented regarding citizen involvement discussed at the Council Goals-Retreat and already spending months with their involvement and the Board not changing what they wanted, the Board is now trying to deliver it faster. Discussion occurred regarding public communications and a land use process needing to occur.

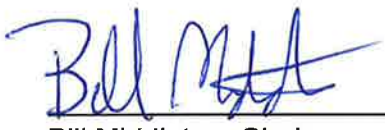
6. ADJOURN:

Chair Middleton adjourned the meeting at 9:03 pm.

Submitted by:



Sylvia Murphy, CMC, Agency Recorder



Bill Middleton, Chair